

OFFICIAL BULLETIN



VIDEO CHECKERS (DRAUGHTS)



Play Checkers ('Oraughts' to us in English!) in nineteen different ways - against the computer or an opponent. Your Atari VCS plays by the standard rules of Checkers, and the Checkers Instruction Book sets them out in detail. Scores appear at the top of the screen at all times.

It's rivetting playing a computer with a progressive intelligence - but the Atari follows the rules to the letter, so you should be able to beat it - if you can concentrate hard enough!

Remember - you must jump when you can... you can't jump when you've just been "promoted" (made a King to us!)... and the game ends when one player can't move. If all this whets your appetite, try playing Checkers at your local Atari stockist before you buy the cartridge!

VIDEO CHECKERS - used with Joysticks
Eighteen 1-player games, One 2-player game.
Suggested retail: £23.95 incl. VAT



TWO REALLY COMPETITIVE NEW CARTRIDGE RELEASES!

MAZE CRAZE

The ultimate game of Cops 'n Robbers! You're a red or blue cop - and you've got to get through the maze - confronting all sorts of dangers and suspense as you and your opponent or scout wind your way across row upon row of city blocks. You'll encounter armed robbers, blockades and other Atari-type obstacles to stop you finishing your beat. But when you make it - what an amazing sound!

There are loads of game variations - like Capture: where you must capture three robbers before you become a hero, Blockade: where you drop a dead-end to confuse your opponent, or Blackout: where all of a sudden portions of the maze disappear, to be restored as flashes, or as "Player Peeks".

MAZE CRAZE - Used with Joysticks
Play 256 different games!
Suggested retail: £23.95 incl. VAT

THE ATARI VIDEO COMPUTER SYSTEM

Ingersoll Electronics Ltd 202 New North Road London N1 7BL
Telephone 01-226 1200 Telex 28255 INGSOL G

ATARI ingersoll

Great ideas from ATARI INC. COPYRIGHT © 1983

Atari Cartridges

What's available: and where to buy!

All major Atari stockists carry a big stock of cartridges - but if you can't find what you want, round your way, fill out the coupon below and we'll advise you of alternative sources of supply.

Or, if you'd like an up-to-date list of your nearest major stockists, ring our Publicity Consultancy, RHA on 0628 32839 and they'll have Helpful Helen rush you a list for your region.

For: *Star-Pist Location Card*
Impressall Reproductions Ltd
50% N.W. North Road
London W11 7BL

I want to purchase the following cartridges but am unable to obtain what I want because:

Cartridge	Cartridge
Air Sea Battle	Blackjack
Space War*	Basic Maths
Outlaw	Codebreaker
Video Olympics	Hunt & Score
Breakout	Skydiver*
Basketball	Min. Golf
Surround	Street Racer
Brain Games	Bowling
Superman	Indy 500
Backgammon	Chess
Space Invaders	Adventure
Golf	Slot Racers*
Circus	H.Cannonball

Basic Programming

Casino	Night Driver
Dodge'Em	Hangman
Maze Craze	V.Checkers

Signed:

Console No:

Name: (Mr/Ms)

Address:

Ref.AB13

Most cartridges can be played Solo.
 We have indicated, with a * those which cannot.

Win an ATARI VCS in WEA records competition



Buy the single "Space Invaders" by Playback, at your record shop: there's a free-entry competition, organised by WEA Records, on the back of the sleeve! The prizes are three Atari units, with a Space Invaders cartridge. So if you have a friend who hasn't got an Atari - now's his or her chance to get one for next to nothing. But hurry, the competition closing date is 28th February 1981.

Free Space Invaders Record



The "Space Invaders" record by Playback is really great - if you're a Space Invaders fanatic, you should buy it. You'll know the music - we used it as the backing track for our latest Atari Cartridge commercial. Buy the single at your record shop - or get dialling on 16th February: you could get one free! The first 100 people to ring Helpful Helen on that day only - between 9 a.m. and 12 Noon - will be sent the record the following day. How about that? Remember, if at first you don't succeed, keep dialling! Helpful Helen will answer your calls till 12 noon, so you're in with a chance just give her your name and address, and the record will be yours.



Badge Design Competition

Thanks for all your badge designs - we've now had well over 600, from Owners of all ages. Some of them are really brilliant! We'll announce the names of the winners (prizes will be vouchers for cartridges) in our next issue. We'll give due consideration to the wide range of entrants' ages, for this competition.

Letter from Captain Atari **WELCOME~TO THE EXCITING WORLD OF ATARI**

If you were one of the tens of thousands of new Owners who have joined since Christmas - we'd like to say 'Welcome'. I and my team - the whizzkids at Ingersoll Electronics (who distribute Atari in the UK), Brains (my brilliant and inspired development engineer and Vidella (my right hand maid-of-all-work!) have so much fun and excitement lined up for you in 1981, that I hope you can stand the pace!

There's nothing like Atari!

The Atari Video Computer System is the world's best-selling microprocessor-based TV game. That says a lot for it, doesn't it? All over the world, more sophisticated, more exciting, more stimulating games are played on the Atari System than on other comparable systems. Why do so many people choose Atari?

It's not just Atari's brilliant graphics, mind-bending games selections, fantastic sound effects and general aura of high technology superiority. It's because when you become an Atari Owner, it's an on-going thing.



The Atari Owners Club

1980 was a great year for Atari Owners - but 1981 is going to be even better! We've got an ever-growing range of mind-boggling Atari game cartridges, with more in the pipeline - so you'll never run out of excitement for yourself, and the whole family.

Joining the Atari Owners Club means you'll get this regular Bulletin ... we'll give you lots of new ideas, lots of special offers, lots to read and lots to talk about. We'll challenge your mind ... you'll come to realise your Atari Video Computer was the purchase of a lifetime!

Through the Bulletin you'll know about new cartridges as soon as they hit the UK. You can exchange ideas and scores with other owners, tell us about game variations. Atari sharpens your wits and provides never-ending entertainment ... but don't just take my word for it - you'll see!

(signed)

Captain Atari

Display Photograph Competition

Remember we asked you to take photographs of Atari displays over Christmas and the New Year? Now's the time to send in your prints, for consideration in our Photographic competition.



Gamed People Play

We all know Atari is great - but do you know how TV games were first evolved; and just how much Atari has contributed to this evolution? We asked Brains to put a history together for our readers - and here is the first instalment. It may surprise you!

How it all started

The evolution of the TV game has taken place over a number of years and, like many other high-tech areas, has its origin in research work which was carried out for a vastly different commercial application.

It was back in the 1950s that an invention was patented in the United States for the electronic circuitry needed to produce 'spots' on a television screen for a trainee pilot in a simulator to fly at, around, or away from. This then paved the way for the design and production of integrated circuits which could direct spot, shape, formation and movement.

The holder of the rights to these particular patents saw the potential of a special circuit which could be added on to a domestic television receiver, which led to the introduction of the first television tennis game incorporating a simple add-on screen. From there, developments speeded up rapidly. Next, we'll tell you about 'PONG' - and the exciting part Atari played in the technology of TV games.



Win a Soundaround!

Win a Soundaround!

The best three Owners' entries will win a new Ingersoll Electronics hip-pocket stereo - The Soundaround, worth around £60. And we'll make sure the Manager of the store where you took your picture gets a small prize, too.

What we want

Good, sharp pictures of Atari shop window displays - a black and white, or colour, print please - no bigger than 8" x 6". Window displays only: no shots from inside the shops will be accepted.

The shops have been full of Atari displays - posters, crowners, merchandising units, and lots of the shops' own ideas, so you should have managed to get some good shots! Your own artisticness in composing the shot you submit will be taken into consideration, as well as the interest value of the subject matter.

Rules

1. All entries must have Entry Coupon cut from AB13 attached.
2. Closing date for entries is first post, Friday 27th February 1981.
3. Persons connected in any way with the administration of the competition, or with Ingersoll Electronics Ltd., are ineligible for a prize.
4. No responsibility is accepted for entries lost in the post.
5. The judges' decision is final, and no correspondence can be entered into.

ENTRY COUPON - PHOTOGRAPHIC COMPETITION

Cut off this whole coupon and glue or tape it to the back of your print. Then post it to: BIONIC CLAIRE (PHOTOS)
RHA, 7 HIGH STREET
MAIDENHEAD, BERKS SL6 1JN

Name: _____ (Mr/Ms)

Age: (If under 15)

Address: _____

Console No: _____

This Atari display was photographed at:

Store Name: _____

Address: _____

Town: _____

AB13

